**Examples of packaging products**

**Good example:**

Features of the package:

- protects the product from heat, moisture, and mechanical impact

**- provides freshness, durability**

**- the buyer is familiar with the type and characteristics of the product, production date, expiry date, price, manufacturer**

**- encourages people to buy, its packaging is aesthetic**

**- the packaging is recyclable**

**Bad example:**

The packaging is simple. It is a very thin plastic bottle, which does not provide adequate product protection. The label does not encourage people to buy the product. Plastic is not friendly for environment.

